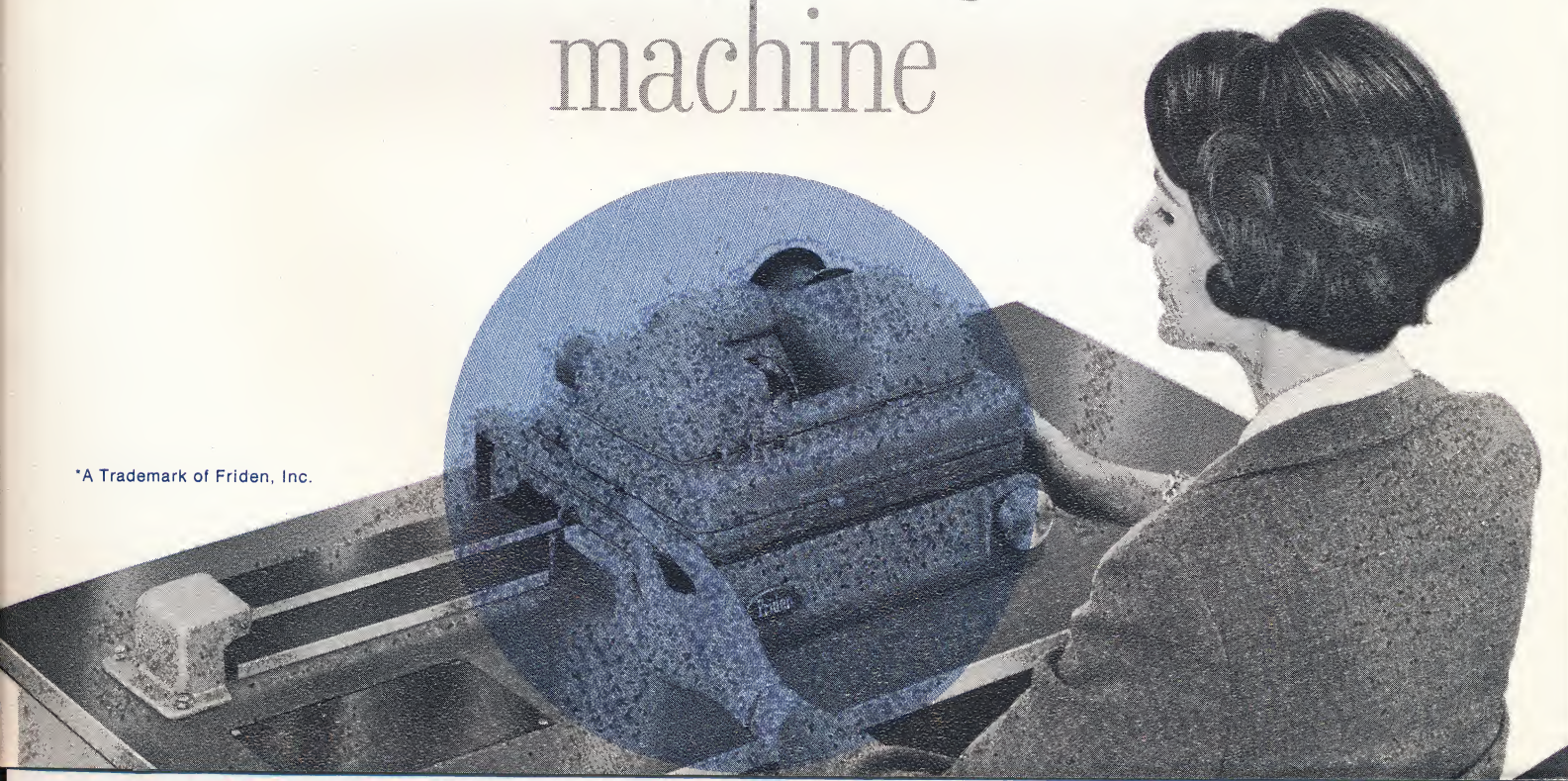


•typo^{*}pro

Friden^{*}
cold type
photo
composing
machine

*A Trademark of Friden, Inc.



COMPOSE YOUR OWN DISPLAY HEADINGS...

AND SMALL TYPE, TOO

Compose directly
on paper | on film

JUSTIFY TO FIT
JUSTIFY

CENTER
CENTER

COMPOSE MORE
THAN ONE LINE
ON A STRIP

Make reverses directly
on paper | on film

SCREEN
BACKGROUND

Print
ligatures
and
accents
elect
efficient
à é ô ø å ü
ç æ ã ñ

Interlace
Letters or Words

BOUNCE
SCREEN | LETTERS

Print whole words
or logotypes
GIANT
SIZE
Friden

E

Produce
drop
shadows

TUCK WORDS UNDER

198
SUPERIOR NUMERALS

PRINT
OVERLAYS

COPY BY TYPRO* IS PERFECT

* A Trademark of Friden, Inc.

Typro produces flawless, micro-sharp display type and lettering. It has built-in letter spacing which compensates for certain sequences of letters (adjustable to within two thousandths of an inch!). Its exclusive magnifying viewer and composing targets show you exactly where to space each letter and each word, take the guesswork out of copysetting. The result is beautiful, professional typography.

*typo PHOTO COMPOSING MACHINE

TYPRO is a precision photo composing machine--so precise it can set 6 point type, perfectly aligned. It operates in normal light, requires no knowledge of photography or typography. Anybody can learn to use it in minutes. TYPRO carries up to 15 fonts on one reel, lets you switch fonts automatically--just push a button. You get a choice of 1,800 fonts, 6 to 144 point. Copy comes out ready for paste-up, and there's no waste paper or film. A few jobs you can do with TYPRO: compose directly on paper or film...make reverses directly...print more than one line on a single strip...interlace words...screen letters or backgrounds...center or justify copy...make overlays and drop shadows...bounce letters...even print whole words or logotypes with one dial selection! Perfect for office or professional shop. Choose from table model with portable darkroom (hand dip method) or cabinet model with fully automatic developer and drier.



SCRIPTS	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
CALLIGRAPHIC STYLES	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
CONTEMPORARY CASUALS	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
FREE STYLES & NOVELTIES	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
ROMANS	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
SANS SERIFS	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
SQUARE SERIFS	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
EXTENDED	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>

18 Point FUTURA Demibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ.,
 abcdefghijklmnopqrstuvwxyz & !?
 1234567890 1234567890 \$ \$ % / . , ; ' " - () ... *

18 point Cypress Script
 A B C C D E F G H I J K L M N O P Q R S T U V W
 a a b c d d e e f f f g h h i j k k l l l e l m m m m n n n n o o p q r r r s t t t t t t u u v v w w x x y z X Y Z.
 1234567890 1234567890 \$ % / . , ; ' " - () ... * & ! ?

Ripe	Roll	Rolls	Per Roll	50 Ft. Roll	75 Ft. Roll	100 Ft. Roll	Sack	Sacks	Set	Small Size	Med. Size	Reg. Size	King Size	Large Size	Giant Size	Tin	Tins	Oz.	Pr.	Prs.	Pint
Bag	2 Lb. Bag	Bars	Med. Bars	Lge. Bars	14 Oz. Btls.	Pint Btl.	Reg. Btl.	Box	Bunch	Cakes	Cans	6 Oz. Can	10 Oz. Can	Lb. Can	2 Lb. Can	Qt. Can	Tall Can	Lb.	LIMIT	of	
300 Can	200 Ctn.	Count	1/2 Gal. Ctn.	Dep.	Dozen	Ea.	Fancy	Fifth	Fresh	Gal.	Gross	Heads	Jar	Qt. Jar	Pkg.	Pkgs.	8 Oz. Pkg.	10 Oz. Pkg.	14 Oz. Pkg.	2 Lb. Pkg.	Giant Pkg.

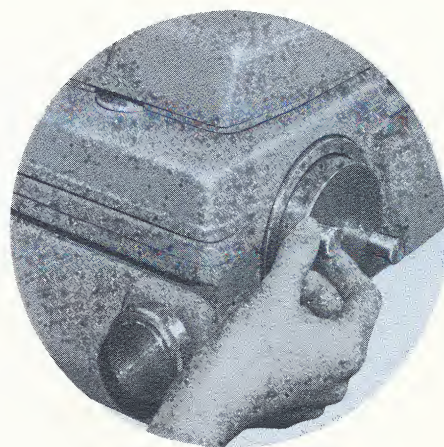
CHOOSE FROM
 1800 TYPE FONTS
 ALL EXCEPTIONALLY
 COMPLETE

Typo fonts have a full selection of characters and symbols. Script faces have extra ligatures and alternate middle and ending characters so that the letters flow together. There is even a retailer's font with 161 frequently used words and phrases, any of which can be set with a single dial selection. And only with Typo fonts can you splice in your own logotypes, signatures, emblems, line drawings, or any similar material that you must use often. It's easy and it gives you unmatched versatility and convenience.

TYPRO* COMPOSING METHOD IS SIMPLE

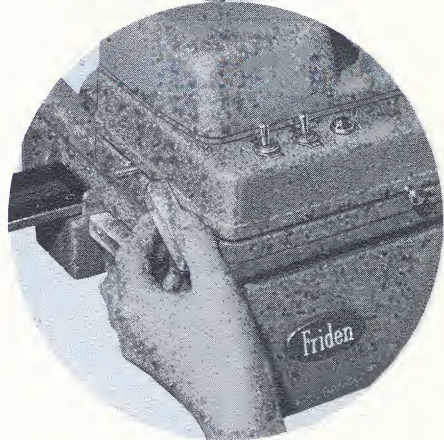
DIAL _____

Just turn this large selector dial to the character you want. It appears in the magnifying viewer, enlarged and illuminated, with composing targets to show you the best spacing.

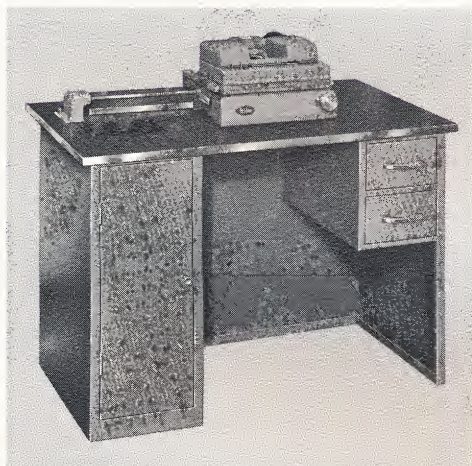


EXPOSE _____

Just raise this lever to bring sensitive paper (or film) into contact with font during exposure. Copy comes out... automatically developed, fixed, and dried... ready for paste-up.



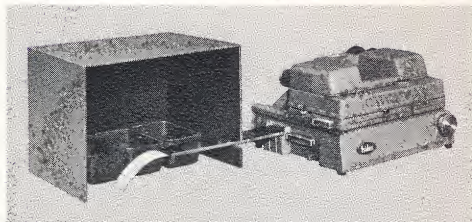
DEVELOPING PROCESSES _____



Typro versatility lets you pick the developing method or combination of methods that best suit your individual requirements. You can choose the floor model for automatic developing or the table model for hand dip developing. There is also an optional continuous developer attachment to give you extra versatility with either model.

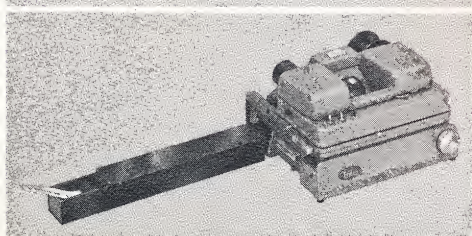
AUTOMATIC _____

A cabinet with storage space houses a motorized developer unit which processes copy automatically. This unit can be used in offices or other areas which require attractive furnishings or wherever automatic developing is desired. It handles short or average length strips, on paper or film.



HAND DIP _____

The hand dip method, with portable dark room, makes use of standard low-cost developers and provides unusual processing versatility. This is the preferred method when speed is essential, when direct reverses are often made, or when frequent switching between film and paper is necessary.



CONTINUOUS _____

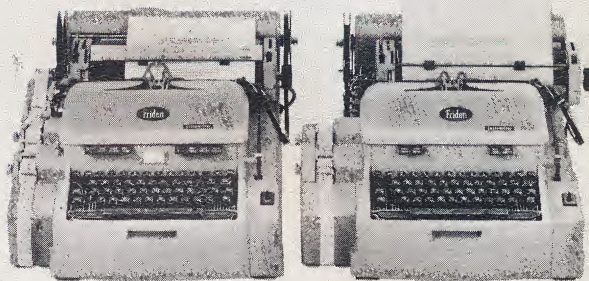
The continuous developer attachment uses single-solution Typro 78 Monobath Developer-Fix. This is the preferred method for visible, high-speed processing of continuous, single-line copy on paper only. The developing tank may be easily attached to either automatic or hand dip models.

A PERFECT PAIR



typro* by Friden

Use Typro,
the photo-composing machine,
to set headings, logotypes, screens,
or for other unusual effects.



Justowriter* by Friden

Use Justowriter,
the automatic copysetting machine,
to set justified (even margin) text
from punched tape.

TYPRO SERVICE

Friden mechanical service
is available through nearly
300 Friden offices in the
United States. Typro units
are guaranteed against all
defects for 90 days after
delivery, with free service
during that period.



TYPRO Specifications

Size: 13 1/2" by 13 1/2" by 8"
Weight: 31 pounds
Cabinet Size: 43 3/4" by 18" by 29 1/2"
Cabinet Weight: 102 pounds

Construction: Aluminum castings
Heat-treated moving parts
Bronze bearings oiled for life
Metal knobs
Corrosion-proofed

Headings in this folder were composed by Typro,
text by Justowriter.
You can get the same high quality work at low cost--
in your own office or shop. Call your
local Friden office for full details, or write to
Friden, Inc., San Leandro, California.

* A Trademark of Friden, Inc.

Friden, Inc.

SAN LEANDRO • CALIFORNIA

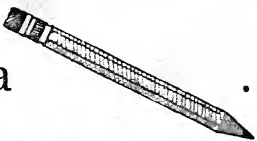
SALES AND SERVICE THROUGHOUT THE WORLD

A SUBSIDIARY OF THE SINGER COMPANY

TEST SHEET

Once upon a time, there was a machine. It made ^{copies.} copies.

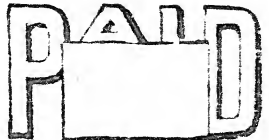
Copies of things that were typed or *handwritten*

with a  . But many people wrote with 

or  . They were sad because the machine

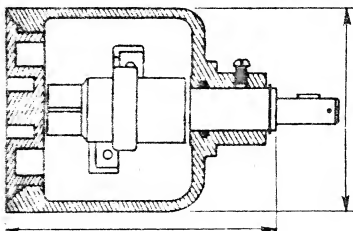
could not copy what they wrote. So more machines

were invented. Machines that would copy 

or  , machines that would copy 

machines that would copy *Printing* ,

machines that would copy ^{carbon paper/carbon paper} _{carbon paper/carbon paper} and



even machines that would copy ^{copies.} copies.

Each machine did part of the job.

But now there's one  that copies

everything. It's called **FRANTZ 1100 COPIER.**

People who own one
live happily ever after.

